

KENTUCKY HEALTH BENEFIT EXCHANGE ADVISORY BOARD

Education/Outreach Subcommittee

Meeting Minutes

November 26, 2013

Call to Order and Roll Call

The eleventh meeting of the Education and Outreach Subcommittee was held on Tuesday, November 26, 2013, at 1:00 p.m. in the Large Conference Room at the Office of the Kentucky Health Benefit Exchange. Tihisha Rawlins, Chair, called the meeting to order at 1:05 p.m., and the Secretary called the roll.

Subcommittee Members Present: Tihisha Rawlins, Chair; Julia Costich (by phone); Regan Hunt (by phone); Rich Seckel; Bill Wagner (by phone); Kathy Wheeler; Marcus Woodward (by phone); and Malea Hoepf Young. Gabriela Alcalde, David Allgood, Katie Carter, Susan Dunlap, Patty Gregory, and Tina McCormick were not present at the meeting.

Staff Present: Kris Hayslett; Jean Klinge; Vanessa Petrey; Melea Rivera; and Peter Wilson.

Approval of Minutes

A motion was made to accept the minutes of the October 24, 2013, meeting, as amended, seconded, and approved by voice vote.

Update on kynector Program

Staff from the Office of the Kentucky Health Benefit Exchange (KHBE) updated the subcommittee members on the kynector program, and the progress in getting the new kynectors hired, trained and out in the field in Regions 4, 5, and 8. The first of an ongoing monthly report was provided to the subcommittee members with a breakdown of the number of the overall kynect enrollees into a variety of metrics, including age, race, and Medicaid region; how many individuals completed applications independently or with assistance of kynectors, insurance agents or through the contact center; and a differentiation between Medicaid enrollees and those selecting qualified health plans.

Anne Peak, Social Services Planner, Kentuckiana Regional Planning and Development Agency (KIPDA), and PaKou Her, kynector Program Administrative Assistant, KIPDA, briefed the subcommittee on the ongoing efforts of KIPDA, as the kynector entity for Region 3, including intended clients to be reached, difficulties in overcoming language barriers, and the different types of events currently planned in the community.

Rob Jones, Executive Director, Community Action Kentucky (CAK), informed the subcommittee members how CAK has handled its kynector duties in Regions 1, 2, 6, and 7, and the progress in organizing its additional role as a kynector entity in Regions 4 and 5.

Emily Beauregard, Director of Planning and Communications, Kentucky Primary Care Association (KYPKA), defined her organization's overall goal and responsibilities, and how the

organization is approaching its new kynector role in Region 8. Ms. Beauregard highlighted the agency's efforts to meet the demands of the high need constituencies in the Region 8 counties and the collaborative effort between KYPCA and its seven subcontracted organizations.

Update on Education and Outreach Efforts

Jean Klinge, Division Director, KHBE, advised the subcommittee members about the upcoming Sign-Up Saturday event, scheduled for December 7, 2013, and the Radio Disney event on December 14, 2013. A brief update was provided on the call center, noting that the average length of phone calls was decreasing, and the quality of customer service by Xerox was increasing. Ms. Klinge also addressed steps being taken by the KHBE to assist citizens encountering difficulties with their kynect applications.

New Business

The next meeting of the subcommittee is scheduled for January 29, 2014, 10:00 a.m., at the Office of the Kentucky Health Benefit Exchange.

Adjournment

The meeting was adjourned at 2:44 p.m.